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CONSUMER TIME

THE FARMER REPORTS TO THE NATION

NETWORK: NBC

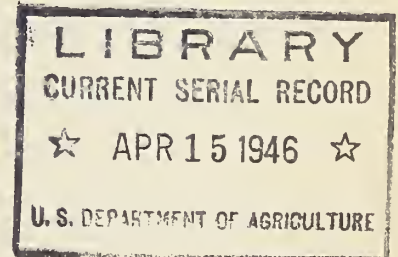
DATE: February 2, 1946

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(Produced by the U. S. Department of Agriculture...this script is for reference only...and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program....presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.
And here are Mrs. Freyman and Johnny.
5. FREYMAN: Well, Johnny...today's the day we're going to cover the country on CONSUMER TIME.
6. JOHN: Yes...we're going to hear "the farmer's report to the Nation".. from the west...the mid-west...and from the east...for a first-hand story of the country's food situation.
7. FREYMAN: First we're going to switch to Denver, Colorado. And we'll hear from Hal Renollet, NBC's "Mile High Farmer", who is going to talk to a producer of Hereford cattle.
8. JOHN: Then we'll go to Chicago, where a corn and hog farmer is going to discuss the food situation with Everett Mitchell, director of NBC's "Town and Farm" program.
9. FREYMAN: And then to New York, where Don Lerch, of the Modern Farmer broadcast there, will discuss the poultry and egg situation with an expert on that subject.

ENGINEER: WATCH SWITCH COMING UP...12:16 PM - EST...CUE IS UNDERLINED.

10. JOHN: So...let's go on with the show. CONSUMER TIME takes you now
to Hal Renollet in Denver, Colorado.

11. RENOLLET: Well, folks...here we are in Denver, the Mile-High City located
at the foot of the snow-covered Rockies. We all know the
importance of good red meat in our diet. This was forcibly
shown by the amount of meat included in the meals of our Armed
Forces. There are just as many mouths to feed this year as
last. So let's take a look at what we can expect from our
cattle producers here in the great Golden West. Here is a
typical Western rancher, Stowe Witwer, Greeley, Colorado,
located in Weld County. Stowe, your ranch is located in a
famous feeding section. It interests me that you and your
brother operate the same ranch established by your father way
back in 1899. You have no doubt seen some great changes in the
feeding of livestock in that section.

12. STOWE: Yes, Hal, the first feeding I recall was steers that cost
3 cents and he sold them for 4 cents and made plenty of
money on them. Of course, that was seasonal feeding and now we
have in Weld County many year-around feeders whose cattle
bring a premium on whatever market they make. In fact, in the
last five years this county has increased its feeding until
today there are more cattle and sheep fed in this county than in
any county in the United States.

13. RENOLLET: Stowe, I understand that there is more feeding than usual in
our Western country. Is this true in your section?

14. STOWE: Yes, in a sense. The nation as a whole has two percent less cattle on feed but we have an increase in Northern Colorado. Now, it may interest you to know that this increase is made up of primarily new feeders and men who do not know the feeding business.
15. STOWE: You would be surprised at the number of professional and business men that have bought farms and have gone into the feeding game as well as the breeding game. These men, of course, will be the first to quit when the going gets tough.
16. RENOLLET: What do you feel is the consensus of opinion of the cattle feeders in your area.
17. STOWE: Hal, it's varied to some extent, but on one point most all the feeders agree. That is, that the war is over. Since the OPA and subsidies were war measures, they should be dropped. Just in recent weeks there has been a rising clamor in Washington and in some of the eastern consuming centers that meat subsidies and price control must be continued. That the backing for this policy should come chiefly from that source is not surprising when you realize that subsidies mean to politicians, control of the business subsidized. It is that control plus the uncertainty about the future of their operations, that irks the stockmen. There will be not cattle in the feedlot on June 30, because of OPA and subsidy dying...unless definite assurance as to the future program is established. This subsidy at the present time is \$3.50 per hundred and since there is no assurance of what will be done, without immediate action I am sorry to predict that July will see the greatest shortage of Double A meat that the country has ever seen.

18. RENOLLET: Now let's take a look at the sheep situation?
19. STOWE: Hal, that's another story all by itself, but it might be of interest for our consuming public to know that the 1945 lamb crop was approximately one million lambs less than the 1944 crop and indications are that the 1946 crop will be again a million short or the loss for two years of nearly one hundred million pounds of mutton besides the terrible loss in wool production. This is brought about by the insecurity of the business coupled with the fact that labor has been seeking wages that were prohibitive for the operator to pay.
20. RENOLLET: We all know how well we like sugar in our coffee and on our cereal. Colorado led the nation in sugar beet production last year. Weld County is the center of our production. Now, Stowe, is there any direct connection between our feeding operations and the sugar industry.
21. STOWE: There certainly is Hal. The beet tops, the beet pulp and even the beet molasses is excellent feed and it is interesting that some of the most successful feeders are large beet raisers, this of course, being due to the fact that the fertilizer from the feed lots is essential to the production of sugar beets.
22. RENOLLET: Well, thanks a lot Stowe and labor and machinery available will determine our beet production this year. Well folks, we take you now to Chicago....from Denver, the Mile-High City located at the foot of the snow-covered Rockies.
- SWITCH TO CHICAGO FOR EVERETT MITCHELL

23. MITCHELL: Thank you, Hal. This is not Washington. We are here in Chicago on the shores of Lake Michigan. We can not boast about its beautiful Rockies, but we can boast that we raise a lot of corn, lot of hogs, and plenty of milk. We produce plenty of milk.
- Sitting across the table in our studios at NBC is Fred W. Frank, of Hobart, Indiana. Mr. Frank is one of our typical American farmers who has been producing food to feed the world for a good many years.
- Mr. Frank, about how many acres do you have on the home place?
24. FRANK: About five hundred and twenty acres.
25. MITCHELL: What kind of farming do you do?
26. FRANK: Dairy farming.
27. MITCHELL: Mmmph. How much of a herd do you have?
28. FRANK: We normally maintain thirty-eight head of milking cows, and the young cattle which bring the herd to about eighty head of registered Holstein.
29. MITCHELL: Do you raise some of your own feed?
30. FRANK: We plan to raise all of our feed except the protein concentrates which we must buy.
31. MITCHELL: That means that you raise a part of that ten million acres of corn that is going to be produced next year.
32. FRANK: Yes.
33. MITCHELL: How much corn do you raise down there?
34. FRANK: Last year we had eighty acres. This year we plan to plant nearly a hundred acres, if the weather is favorable.
35. MITCHELL: I see. Well, then you do have to play around a little bit with the weather, don't you?

36. FRANK: Yes, weather is a very big hazard in crop production. The last three Springs have been unusually wet and late.
37. MITCHELL: Tell me something about your plans for 1946. What else besides the corn are you going to raise?
38. FRANK: We have a slightly larger acreage of wheat and plan to raise more feed crops and less soybeans.
39. MITCHELL: Mmmmmph. That is kind of in keeping with the Secretary's request, isn't it?
40. FRANK: I think that is correct.
41. MITCHELL: How are you fixed for help?
42. FRANK: We have three regular men on our farm. One has been with us nearly seven years, one has been another five and a third man four years.
43. MITCHELL: Well, say, you are mighty lucky. How do you do that?
44. FRANK: We believe in giving the men a chance to acquire a start for themselves. The man that has been with us five years started with a monthly salary and one-half interest in the dairy calves that were born. The Heifer calves. He now has one-half interest in practically all the herd and is working toward a full partnership.
45. MITCHELL: Well, Mr. Frank, I said you were lucky, but I think your help is lucky to be able to work on a plan like that. Tell me do you produce any hogs?
46. FRANK: We produce some every year, not very many, but we try to produce enough to consume all of the corn that we raise that is not needed for the dairy herd.
47. MITCHELL: If you were to give any advice to returning G. I.'s starting in farming today, what would you say, Mr. Frank?

48. FRANK: It seems to me that it would be better for them to locate with some established farm where they would have an opportunity to get ahead, unless they have had a large experience in farming and sufficient funds to start on a fairly large scale.

49. MITCHELL: Mr. Frank, thank you very much for coming into Chicago this morning and visiting us. I hope that you have a pleasant time while you are here and a pleasant journey back to Hobart and I know that you and the American Farmer are going to do a good job this year.

We take you now to Don Lerch in New York.

SWITCH TO NEW YORK

50. LERCH: Thank you, Everett. Here in New York a poultry farmer reports to the nation. He's Leon Todd...poultryman and managing director of the Northeastern Poultry Producers Council, and Secretary of the National Poultry Producers Federation. Leon, how many birds do you carry on your farm?

51. TODD: Well, Don...we keep only about a thousand hens...Rhode Island Reds.

52. LERCH: And your farm is located near Trenton, New Jersey, I believe.

53. TODD: Yes...that's about 60 miles south of New York City. It's a 65-acre farm and we raise wheat, oats, soybeans, and have plenty of land in pasture. In fact, pasture is going to be very important to poultrymen this year.

54. LERCH: How so, Leon? We usually think of pasture as being particularly important for dairymen.

55. TODD: Well, Don, poultrymen know only too well that feed is short... that is, there's not enough feed to go around. One way we can stretch the limited supply of feed is to have a good range pasture for this year's pullets.

56. LERCH: And how are you going to fit this into your plans?

57. TODD: Like this, Don. I'm topdressing my pasture with a good grade of commercial fertilizer as soon as I can this spring. This means that I'll have a better stand of grass and clover for the growing birds.
58. LERCH: And so your pullets will get more of their feed from your range pasture and less from mash and scratch grain.
59. TODD: That's the idea. And I feel that I will be able to save at least 25 percent of my overall feed bill; and just as important I will be able to get along with about a quarter less feed than I'd need otherwise. But of course, I have to expect that my bird will mature more slowly than if I fed them all the mash and grain they want. But I'm taking this into account by raising early chicks.
60. LERCH: Leon, do you think poultrymen are going to raise as many chickens this year as they have during the war?
61. TODD: No, I don't think so, Don. For one thing, the price of feed is very high, and there is not enough of it. When you compare the price we get for eggs with the price of feed, there's less incentive right now to produce at wartime levels. So I believe the poultry industry is going to scale down the number of chickens raised by about 15 percent. The Department of Agriculture is asking us to reduce our production of eggs and poultry meat by about this much, and I expect it will be done.
62. LERCH: Well, how will this affect the supply of eggs and chickens for the homemaker?

63. TODD: There will still be plenty of eggs in the stores and plenty of chickens, too. So all of us can count on eating eggs and chickens to our hearts' content. Don, you'll be interested to know poultrymen are working together to improve the quality and appearance of eggs all the way from the hen house to the meal table.
64. LERCH: Tell us about this program, Leon.
65. TODD: Poultrymen all over the country are thinking about operating their poultry flocks so that they can reduce the cost of production... which should make it possible for them to put eggs and chickens on the meal table at a lower relative cost to the homemaker. This can be done when poultrymen can get building supplies to streamline their buildings...and other new modern equipment.
66. LERCH: And I know you want to make sure the homemaker gets the quality she expects when she buys eggs.
67. TODD: Yes...as poultrymen we want uniform standards and grades as well as uniform fresh egg laws, so that when a housewife buys grade A eggs in New Jersey, or in Kansas, or in California, she will get eggs of the same high quality. This is part of our post-war program to increase the confidence of homemakers in our product. We want to do everything we can to make eggs an even more attractive part of the daily menu.
68. LERCH: And our thanks to you, Leon Todd, for giving us a poultryman's report to the Nation. We return you to CONSUMER TIME in Washington D. C.
- SWITCH TO WASHINGTON, D. C.
69. JOHN: Thanks, Don. CONSUMER TIME friends, today we've heard a report to the nation...on the food situation...from farmers across the country. From Denver, we heard Hal Renollet discussing the livestock situation with Mr. Stowe Witwer. In Chicago, Everett

- JOHN CONT'D: Mitchell and Mr. Fred W. Frank, told us about the grain and dairy situation. Then, from New York, Don Lerch talked to farmer Leon Todd, who is Secretary of the Northeast Poultry Producers Council. And we heard all about poultry and eggs.
70. FREYMAN: I think we got a pretty complete picture of the Nation's food situation, don't you, Johnny?
71. JOHN: Indeed I do. And it must be authentic. We heard it from the farmers themselves. It looks as though the food situation for 1946 is very good indeed...and that there'll certainly be enough to go around!
72. FREYMAN: And now...next week on CONSUMER TIME....
73. JOHN: Next week, Mrs. Freyman, we're going to tell the story of Health ...in Rural America.
74. FREYMAN: Did you know, for instance...that out of all the 18 and 19- year-old boys who went before their draft boards during the war...over 50 percent more rural boys than city boys...were 4-F?
75. JOHN: Yes...there are some real problems in connection with the health conditions...of rural America.
76. FREYMAN: And we're going to hear about some of these problems...and what can be done about them.
77. JOHN: So...be sure to be with us then, for another edition of...
78. SOUND: CASH REGISTER...
79. ANNCR: CONSUMER TIME!
80. SOUND: CASH REGISTER...CLOSE DRAWER!
81. CONSUMER TIME, written by Christine Kempton is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations.
- This is NBC...the National Broadcasting Company.